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We claim:

- 5 1. A massaging toilet bar, comprising:
 - a.** about 5 to 80% by wt. of one or more anionic surfactants;
 - b.** about 0.02 to 20 % by wt. of disintegrable agglomerates, the
10 agglomerates including a plurality of particles, optionally containing a
binder; and a treatment fluid coating at least a portion of an interior
surface of the particles in the agglomerates, the fluid being selected
from a hydrophilic compound, a hydrophobic compound or a blend
thereof;
 - c.** wherein the agglomerates have a fracture index less than 1.0; and
 - d.** wherein the bar has a rigidity index of greater than 0.2 Mpa at 25 C.
- 15 2. The bar of claim 1 wherein the disintegrable agglomerates are disintegrable in
water or any other hydrophilic substance with or without applied shear force.
- 20 3. The bar of claim 1 wherein the average weight ratio of treatment fluid to
particles and optional binder in the agglomerates is in the range of about 1:5
to about 5:1.
- 25 4. The bar of claim 1 where the average diameter of the agglomerates is in the
range of about 0.1 to 20.0 mm.
5. The bar of claim 1 wherein the treatment fluid is in an effective viscosity range
for the fluid to at least partially permeate the agglomerates and coat at least a
portion of the interior surface of the particles in the agglomerates prior to the
bar becoming solidified.

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6. The bar of claim 1 wherein the treatment fluid is selected from polyhydric alcohols, fatty acids; polyols; tri and diglyceride oils; petroleum oils; silicone oils, fluorinated oils, brominated oils, C14 and lower alkyl esters; C14 and lower alkyl alcohols; or blends and derivatives thereof.
7. The bar of claim 1 wherein the treatment fluid has less than about 10 % of water.
8. The bar of claim 1 wherein the plurality of particles is agglomerated prior to being formulated into the bar, is agglomerated during bar formulation, or is agglomerated using a combination thereof.
9. The bar of claim 1 wherein the plurality of particles are selected from hydrophilic clays; hydrophobically modified clays; silica; zeolite; cellulose; starch; or blends and derivatives thereof.
10. The bar of claim 1 wherein the one or more anionic surfactants contains
- a. about 0 to 30% by wt. of one or more fatty acid soaps; and
 - b. about 15 to 60% by wt. of one or more non-soap anionic surfactants.
11. The bar of claim 1 wherein the one or more anionic surfactants contains
- a. about 30 to 80% by wt. of one or more fatty acid soaps; and
 - b. about 5 to 40% by wt. of one or more non-soap anionic surfactants.
12. The bar of claim 1 wherein the one or more anionic surfactants contains
- a. about 30 to 80% by wt. of one or more fatty acid soaps; and
 - b. about 0 to 10 % by wt. of one or more non-soap anionic surfactants.

13. A process for manufacturing a massaging bar, comprising the steps of in no particular order:

- 5 a. contacting particle agglomerates with a treatment fluid under conditions effective for the agglomerate to have attained a fracture index of less than 1.0 to form a pretreated agglomerate, the fluid being selected from a hydrophilic compound, a hydrophobic compound or a blend thereof;
- 10 b. blending the pretreated agglomerate with at least one component of a toilet bar base selected from a soap base, a syndet base, or a combar base, optionally containing a fragrance and other minor components to form a mixed mass;
- c. treating the mixed mass via an effective combination of milling, refining and/or plodding to form a refined mass; and
- 15 d. processing the refined mass by either extruding followed by stamping, cutting or a combination thereof, or casting followed by hardening to form a massaging bar.

14. A method of skin cleansing with a massaging bar, comprising the steps of:

- 20 a. wetting the massaging bar with water; the bar including:
 1. about 5 to 80% by wt. of one or more anionic surfactants;
 2. about 0.02 to 20 % by wt. of water-disintegrable
- 25 agglomerates, the agglomerates including a plurality of particles, optionally containing a binder; and a treatment fluid coating at least a portion of an interior surface of the particles in the agglomerates, the fluid being selected from a

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hydrophilic compound, a hydrophobic compound or a blend thereof;

3. wherein the agglomerates have a fracture index less than 1.0; and

5 4. wherein the bar has a rigidity index of greater than 0.2 Mpa at 25 C; and

b. rubbing the wet bar on the skin with sufficient force to cause the agglomerates to disintegrate while cleansing and massaging the skin.

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